

VISIT IDAHO'S SOCIAL MEDIA IN PRACTICE

"The world now spends over 110 billion minutes on social networks and blog sites. This equates to 22 percent of all time online or one in every four and half minutes. For the first time ever, social network or blog sites are visited by three quarters of global consumers who go online, after the numbers of people visiting these sites increased by 24% over last year. The average visitor spends 66% more time on these sites than a year ago, almost 6 hours in April 2010 versus 3 hours, 31 minutes last year." Nielsen, June, 2010

facebook

Facebook has surged past Yahoo as the number two most popular site in the U.S.

- More than 500 million active users
- 50% of our active users log on to Facebook in any given day
- Average user has 130 friends
- People spend over 700 billion minutes per month on Facebook

[Visit Idaho Fan Page](#)
[Idaho Film Office Fan Page](#)
[Idaho Scenic Byways Fan Page](#)
[Idaho Conference on Recreation and Tourism](#)

flickr® from YAHOO!

Top photo sharing site

[Visit Idaho photo stream](#)

You Tube

Broadcast Yourself™

Serves 75 billion video streams – 375 million unique users.

[Visit Idaho Channel](#)
[Idaho Travel Council Channel](#)

LinkedIn

Business-oriented social networking site, mainly used for professional networking. LinkedIn has more than 50 million registered users, spanning more than 200 countries and territories worldwide.

[ICORT](#)
[Meet in Idaho](#)
[Idaho Travel Council](#)

twitter

Today, 50 million tweets per day—that's an average of 600 tweets per second. Source: Web Strategy - Jeremiah Owyang

Idaho Tourism's Twitter handles

[Twitter.com/visitidaho](http://twitter.com/visitidaho)
[Twitter.com/harvestidaho](http://twitter.com/harvestidaho)
[Twitter.com/voluntouridaho](http://twitter.com/voluntouridaho)
[Twitter.com/idtravelcouncil](http://twitter.com/idtravelcouncil)
[Twitter.com/icort](http://twitter.com/icort)
[Twitter.com/cruisingtheloop](http://twitter.com/cruisingtheloop)
[Twitter.com/beoutsideidaho](http://twitter.com/beoutsideidaho)
[Twitter.com/idahofilmoffice](http://twitter.com/idahofilmoffice)

Twitter web based interfaces:

<http://tweetree.com>
<http://tweetvisor.com>
<http://www.itweet.net>
<http://hootsuite.com/>
<http://www.tweetdeck.com/>

#twitter

The hashtag is a favorite tool of conferences and event organizers, but it's also a way for Twitter users to organize themselves: if everyone agrees to append a certain hashtag to tweets about a topic, it becomes easier to find that topic in search, and more likely the topic will appear in Twitter's Trending Topics. Source: Mashable



Everlater

A place to easily record and remember travel experiences, share them with friends and family, and discover new travel ideas from your social network and other travelers.

[Visit Idaho profile](#) - Trip and vacation ideas



Hotel reviews, photos and travel advice for hotels and vacations -- Interfaces with Facebook.

Idaho Forum

<http://www.tripadvisor.com/Tourism-g28933-Idaho-Vacations.html>

Pitch Engine Social Media News Release



Archived for 30 Days in Search Engines

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<http://www.visitidaho.org>

Visit Idaho Blog

<http://blog.visitidaho.org/>

Industry Blog

<http://industrynews.visitidaho.org/>

Visit Idaho Digital Travel Guide

<http://www.visitidaho.org/free-publications/>

Visit Idaho Media Room

<http://www.visitidaho.org/mediaroom>